

Torrance Herald

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THE HERALD'S PLATFORM FOR TORRANCE

- 1—Ornamental Lighting System. 2—Interchange of Freight Between P. E. and Santa Fe. 3—Western Avenue Bus Line. 4—Hollywood - Palos Verdes Parkway. 5—New School North of Carson St. 6—Aviation Field. 7—Co-operation of All Torrance People, Firms, Industries and Other Agencies, to Induce Torrance Workmen to Live in Torrance. 8—The conduct of All Local Affairs in a Spirit of Neighborly Friendliness and Constructive Co-operation to the End That the Peace and Prosperity of All May Be Encouraged by an Alert Civic Consciousness and Patriotism.

Carl Hyde Outlines Activities Of C. of C. During Last Quarter; Torrance Prospects Are Bright

By CARL HYDE The following is a brief summary of some of the activities of your Chamber of Commerce for the past quarter, together with mention of a few items that are believed to be of general interest to the members. At last there is shaping up to the degree that public announcement of the plans of the United Concrete Pipe and Construction Company is possible. Officials of this concern were taken in tow by this bureau the very early part of this year and, while it was our desire, of course, to see the plan situated within the corporate limits of Torrance, they, after having been shown practically every parcel of industrial ground available in the city, chose the triangular plot bordered by Normandie, East road and El Prado. Negotiations then started for the acquisition of this property, and through the good offices of the First National Bank the purchase was effected. The president of the concern requested that no publicity be given this deal until their plans had been perfected and were ready to be carried out. An unusual delay was occasioned in connection with vacation proceedings for a street running through the parcel, together with the application before the Railroad Commission for permit to construct a spur track connecting with the Pacific Electric. This extreme delay, extending over eight months is indeed a good object lesson to concerns interested in this section. Had this property been situated in Torrance, instead of the Shoestring Strip, their plant could have been erected and operating months ago. Of course, so far as the economic relationship of the institution to the community is concerned, its effect will be substantially the same. A very few weeks will see this plant swinging into operation and, judging from the executives and personnel with whom this bureau has been in contact, will be a substantial asset to this community. Their initial payroll will be about 50 men, augmented as the business develops. The merchants of Torrance would do well to make the acquaintance of Mr. Jess Smith, superintendent of this plant, who is now residing at 809 Amargosa avenue. A very splendid man is Mr. Smith and his first impression of Torrance will be made largely from the contacts which he makes here. Western Avenue Bus

a very few days and that this bureau will receive a copy of same promptly thereafter. In an endeavor to line up support for the applicant your chamber addressed communications to practically every civic organization from Hollywood to Long Beach along the route of the proposed service, requesting these various bodies to exert their pressure, calling to the commission's attention the necessity and convenience of this proposed service. Free Listing Employment Bureau This service continues to be a popular facility. Every week brings a substantial number of applicants for local employment, and our local institutions are to be congratulated upon the substantial support which they have rendered in co-operation with this plan, which has enabled us to effect a concrete usage of the scheme. Each individual member can help make the operation of this service more effective if he will advise those seeking employment that may come to your attention to get in touch with this bureau, and likewise if you have a need to also communicate with this office, enabling the opportunity to be supplied from our files. Metropolitan Outfall Sewer Mayor John Dennis and a committee from this bureau have been keeping in constant touch with the development of this very necessary utility. As you probably have noticed from press reports, an unanticipated delay has been suffered in the actual construction of the outfall, due to opposition by the good people of San Pedro. However, the end of this controversy seems to be in sight, when through the influence of local representatives in co-operation with committees from associated communities, the Los Angeles Chamber of Commerce was instrumental in naming a committee of disinterested, well qualified engineers to make a thorough study of various plans proposed, together with the White's Point outfall site, and rendering an opinion which will, without doubt, be recognized by the State Board of Health. In the meantime, however, the Board of Supervisors and County Sanitation Engineer A. K. Warren have agreed that a temporary treatment plant will be constructed on the property which will ultimately be used as the screening plant for the outfall, which will take care of the sewage disposal of District No. 5 in the meantime. A very gratifying fact was revealed in a report on this matter by Mr. Warren at the last meeting of the Harbor District Chambers of Commerce, when he stated that all work actually performed up to date had only required approximately 75 percent of the estimated costs for construction. Actual construction of the main trunk, which passes just east of Western avenue, is to be commenced in the very near future. This bureau has been consistently aggressive on this subject and will continue to be so until this com-

munity is served in accordance with the contract which the good citizens of Torrance entered into by voting the bonds for this project. Index of Community Growth Figures obtained from the principals of our local schools prove conclusively that Torrance has grown substantially in the past few months. The increase in enrollment at the start of the present term was 16 percent. Occasionally one hears disgruntled comment that Torrance is standing still. A saw and a hammer never made a carpenter. One must first possess the knowledge of the use of these tools and then if they possess a desire to further the good of their community employ their use in a constructive manner. If you should be confronted with this kind of criticism, be fair to yourselves and to your community by asking the critic how a 16 percent gain in the enrollment of pupils in our schools can obtain without reflecting the many additions which this percentage must necessarily reflect. During the past several months one of the activities of this bureau has been the campaign of education on the attributes of Torrance to induce those who work here to live here. We believe that the above citation indicating the growth trend of Torrance is quite a substantial dividend on the efforts spent in this direction. This campaign is not over and should never be, because communities do not grow by happenstance, but are the result of the energies they reflect. In this connection every citizen is a factor of importance. Do your bit by boosting.

Advertising Medium Director Page, chairman of the industrial committee, and Mr. Wm. L. Booth, general manager of the Columbia Steel plant, were recently discussing some matters in common, resulting in a suggestion to capitalize the publicity and advertising benefits that would accrue from Torrance placards on the products of local industries while in transit for delivery to the four corners of the earth. This has resulted in the adoption of wording suitable for each industry of the community designating that the product is made by the particular concern in Torrance, the Modern Industrial City. Samples of these cards will be submitted to the executives of all of the plants just as soon as they can be made. There is no question but what the universal adoption of their use will be obtained.

Affiliation With the California Development Association Action by the board of directors was taken at the last meeting to become an associate member of the California Development Association, the California state Chamber of Commerce.

Director Page was recently appointed a member of the regional advisory board of this body and is serving on the industrial and aviation committees of this institution. Many matters of very direct concern to the industrial, commercial and civic interests of this city in a regional way are developed within the California Development Association, and the directors feel that an active membership in this association is a good investment for the local body.

Oil Pollution Conference A bit of gratifying information was recently contained in a report from the Department of Commerce at Washington, stating that the draft of the convention proposing to regulate the discharge at sea of waste from vessels has been drawn up and is recommended for use by the nations to be represented at this conference.

The growing use of oil for fuel in the propulsion of seagoing vessels has reflected proportionately a nuisance which has grown on the fair beaches of our coast lines, due to oil pollution. The action of the Department of Commerce in this matter is the result of the combined expression of Chambers of Commerce bordering on the Pacific and Atlantic coasts, through the Chamber of Commerce of the United States.

Fire Prevention It is practically just a year since this bureau directed communications to the Inter-Chamber Fire Waste Council and the insurance department of the Chamber of Commerce of the United States at Washington, enrolling Mr. Ben Hannebrink, chief of the Torrance fire department, as the chairman of the fire prevention committee of this bureau.

Fire prevention, under the auspices of the National Fire Waste Council, has assumed such proportions in the last two or three years that it has resulted in the generation of competitive contests, in which the various communities participating nation-wide vie for the substantial awards presented for the best record attained. Our local department, both in personnel and equipment, is a credit to a city much larger than Torrance. You naturally feel a sense of safety in the reliance which you place in the worthy volunteers of this defensive group. Whether during your busy business hours or your peaceful period of slumber, you would quite naturally expect these fire-eaters to respond promptly to your summons.

Santa Fe Industrial Plans It is indeed gratifying to see the short end of the long-drawn-out consumption of time involved in the necessary proceedings by the City of Torrance to effect the relationship of the Santa Fe that means the development of their properties for industrialization. One of the concentrated activities of this bureau for the future will be continuous contact with the industrial department of the Santa Fe, who, Mr. Faulkner, president of the C. C. M. O. Company, has already stated, will actively co-operate with this bureau in an endeavor to build up their properties with new industries. The horizon before Torrance in this respect is indeed a broad and colorful one.

Beacon Drug Company Presents The Owl's Buy=Two Sale

Saturday, Sunday, Monday, Tuesday, Wednesday, October 16, 17, 18, 19, 20, Inc.

Because we are exclusive agents for The Owl Drug Co. products we are able to offer this money-saving Buy-Two Sale. Back of this sale are the large resources of The Owl Drug Co.—a buying power and manufacturing capacity that makes possible the lowest of low prices on desirable merchandise.

You will notice, when you read this advertisement, that the merchandise in the sale is widely varied and that the Buy-Two prices represent big savings in every instance. Check what you need, and then plan to shop as early as possible. Our stocks are large, but we cannot guarantee that all items will last throughout the sale.

BUY-TWO AND SAVE MONEY



75c Owl Theatrical Cold Cream Buy-Two for 99c

You save 51c and you get an absolutely pure cold cream, fragrant, cleansing and good for your skin.

50c Owl Lemon Lotion Buy-Two for 59c

50c Owl Lemon Cream Buy-Two for 59c

15c Churchill Soap Buy-Four for 35c

A good toilet soap at a worthwhile saving. Soap improves with age, so don't hesitate to buy plenty.

10c Todco Cocoa Almond Soap Buy-Six for 33c

It lathers freely in any kind of water. Very popular.

59c Ammeni French Castile Soap Buy-Two for 69c

25c Yarritu Spanish Castile Soap (Cakes) Buy-Two for 29c

A very high grade Spanish Castile Soap in convenient size cakes. The Buy-Two sale price means a big saving.

50c Owl Lemon and Coconut Oil Shampoo Buy-Two for 59c

It leaves the hair soft and fluffy, and the scalp clean.

45c Owl Borated Bay Rum (16 oz.) Buy-Two for 59c

A good hair dressing and especially popular for after-shaving.

\$1.00 Louden's Rum and Quinine Hair Tonic Buy-Two for \$1.29

50c K. C. L. Tooth Paste Buy-Two for 59c

Your second tube costs merely 9c. This is one of the best liked dentifrices—pleasant and safe.

15c Owl Dental Floss Buy-Two for 16c

Your choice of vials or pocket discs.

39c Owl Milk Magnesia Dental Cream Buy-Two for 40c

Made with the finest Milk of Magnesia.

50c Rim Tooth Paste Buy-Two for 59c

Another fine tooth paste, made especially for the Owl. You get two big tubes for 59c.

30c Owl Bandoline Buy-Two for 39c

This is the 8 oz. size—either light or dark. A fragrant hair dressing.

79c Grecian Rose Bath Talcum Buy-Two for 99c

Luxurious in quality but economical in price. A full pound, with a big powder puff in each package.

60c Owl Skin Cream Buy-Two for 69c

15c Powder Puffs Buy-Two for 19c

\$1.00 Hughes Ideal Hair Brushes Buy-Two for \$1.49

\$2.00 Ideal Hair Brushes Buy-Two for \$2.79

75c Todco Hair Brushes Buy-Two for 87c

\$1.00 Todco Hair Brushes Buy-Two for \$1.39

50c Hard Rubber Combs Buy-Two for 51c

Gillette Razor Blades Buy-Two for \$1.19

Ten blades in a package, two packages for \$1.19.

Owl Rubcohol (16 oz.) Buy-Two for 59c

25c Owl Household Drugs Buy-Two for 29c

50c worth of the finest quality preparations for 25c! Check the list below:

Epsom Salts Powdered Boric Acid Castor Oil Licorice Powder Senna Leaves Oil Eucalyptus Camphorated Oil Glycerine and Rose Water Peroxide

40c Owl Witch Hazel Buy-Two for 49c

These are 16 oz. bottles of double strength Witch Hazel from the Owl Laboratories.

Owl Milk of Magnesia Buy-Two for 59c

Owl Zinc Ointment Buy-Two for 39c

\$1.00 Audemard's Olive Oil Buy-Two for \$1.59

Owl Cod Liver Extract (with Malt) (Tasteless) Buy-Two for \$1.29

60c Owl Eucalyptus Menthol and Honey Buy-Two for 69c

25c Thompson Crippe and Cold Tablets Buy-Two for 33c

50c Owl Ameroil (16 oz.) Buy-Two for 59c

Mineral oil for internal use.

\$1.25 Owl Ameroil with Agar Buy-Two for \$1.29

Owl Beef, Iron and Wine Buy-Two for \$1.29

50c Owl Agar Buy-Two for 59c

Scott's Vegetable Tablets Buy-Two for 59c

\$1.98 Last Long Hot Water Bottles Buy-Two for \$1.99

It costs you merely one cent to buy the second bottle. They're full 2 quart; made under The Owl Drug Co.'s supervision, of fresh, live rubber.

\$1.98 Last Long Fountain Syringes Buy-Two for \$1.99

The same quality as the hot water bottle; the same size (2 qt.); the same great value at the Buy-Two sale price.

1.25 Bath Sprays Buy-Two for \$1.39

All ready for installation, and very simple to install.

25c Hand Brushes Buy-Two for 26c

50c Hand Brushes Buy-Two for 51c

Several styles to choose from in both hand brush items.

15c Wash Cloths Buy-Two for 16c

15c Todco Rubber Adhesive Plaster (1 inch by 1 yard) Buy-Two for 16c

35c Todco Rubber Adhesive Plaster (1/2 inch by 5 yards) Buy-Two for 36c

69c Todco Hospital Cotton Buy-Two for 89c

Two full pound rolls of Todco Hospital Cotton at very little more than the regular price for one roll.

Todco Absorbent Pads Buy-Two for 67c

75c Last Long Rubber Gloves Buy-Two for 89c

They save your hands! All sizes.

50c Whisk Brooms Buy-Two for 59c

50c Whisk Brooms Buy-Two for 69c

This Broom is in a Case

75c Owl Norwegian Cod Liver Oil Buy-Two for 99c

This is the 16 oz. size of the finest cod liver oil you can buy. The price for two bottles represents a big saving.

Bicycle Playing Cards Buy-Two for 79c

Peters Milk Chocolate (1/2 lb) Buy-Two for 39c

50c Nail Files Buy-Two for 51c

25c Boston Cloth Brushes Buy-Two for 26c

59c Ravelstone Pound Paper Buy-Two for 60c

A full pound of good writing paper in each box. The second pound costs you one cent!

50c Ravelstone Envelopes Buy-Two for 57c

They match the writing paper—50 smart envelopes.

20c Writing Tablets Buy-Two for 21c

50c Todco Tooth Brushes Buy-Two for 51c

Good values at the regular price; great bargains at two for 51c.

Owl San-Ora Buy-Two for 59c

A pleasant, effective mouth wash.

BEACON DRUG CO. The Owl Agent 1519 Cabrillo Torrance

50c Captain John Orderlies Buy-Two for 59c

Owl Cascara Tablets Buy-Two for 43c

35c Owl Seidlitz Powders Buy-Two for 43c